

Parks & Recreation

2016

Community Sponsorship

Opportunities



Event Sponsorship Information

Welcome

The City of Maple Valley would like to partner with your company this year! We have many affordable options for you to become involved with the multiple community events we produce throughout the year.

As a valued business member in this community, we would like to offer this first look at the many easy and reasonable ways to increase your company's local exposure as well as a great way of showing your community support.

In this packet you will find a short description of each event, the sponsorships available for that event and the benefits that your organization will receive. If you do not see a sponsorship level that works for you, we can also customize packages, and in-kind partnerships can be designed to meet all of you individual and corporate needs. Interested parties should contact us at the information provided below.

Thank you again for considering this opportunity to become involved in your community!



Table of Contents	
Introduction & Overview2	
Events	
Independence Day Family Picnic3	
Music in the Park4	
Movie in the Park5	
Kids Festival6	
Bike Challenge7	
Youth Sports Team Sponsorships8	
Adult Sports Team Sponsorships9	

Contact Us:

Allison Scott, Recreation Specialist

Allison.Scott@maplevalleywa.gov

425-432-9953 - Maple Valley Parks & Recreation

Mark Ratcliffe, Parks & Recreation Manager

Mark.Ratcliffe@maplevalleywa.gov

City of Maple Valley
Parks & Recreation

www.maplevalleywa.gov

Offices located inside the Lake Wilderness Lodge

22500 SE 248th Street

Maple Valley, WA 98038

Fax (425) 432-9974

Office (425) 432-9953

Independence Day Family Picnic & Fireworks Display

Monday, July 4, 2016

Lake Wilderness Park

The annual Independence Day Family Picnic, concert and fireworks display is Maple Valley's largest community event of the summer attracting over 2,500 residents to Lake Wilderness Park. There are activities for all ages including live music, food for purchase, classic picnic games and contests, interactive activities and the popular Homemade Pie Baking Contest. The event begins at 4:00pm and concludes following the 10:00pm fireworks display over Lake Wilderness.

Sponsorships Available

\$5,000 RED Title Sponsor for the event and Firework Show One available

All of the below plus:

Large logo included on **Over-the-Street Banner** for the event

Sponsor banner displayed at the main entertainment stage (banner provided on request),

Provided- an Area to Market your product or services, a 10x10 portable tent and table/chairs provided if requested.

5 minutes to address and welcome the public

\$1,500 BLUE Event Sponsor One available

All of the benefits below plus:

Smaller Logo included on Over-the-Street Banner for the event

Games Arena named for your company

Provided- an **Area to Market** your product or services, a 10x10 portable tent and table/chairs will be provided if requested

White Event Sponsors

\$500 Main Music Stage One available \$400 Face Painting One available \$300 Arts and Crafts Booth One available \$250 Candy Cannon One available One available \$250 Homemade Pie Baking Contest

Sponsorship benefits

- Sponsor name included as in the City of Maple Valley Mayor's Welcome Speech
- Sponsor name announced several times during the event
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the event in the local Maple Valley print media
- VIP reserved parking for the event
- Sponsor banner displayed at the main entertainment stage
- Acknowledgement in Recreation Guide distributed to 11,000+ households in the city limits.
- All event sponsors will be offered the opportunity to serve as an "Official Pie Baking Contest Judge"



Music In The Park

Summer Concert Series

July & August 2016

Lake Wilderness Park

Experience live music at Lake Wilderness Park's natural amphitheater setting; the "Best Concert Venue in the Northwest". The hugely popular concert series has become a favorite way for friends and families to spend warm summer evenings together. The Thursday evening concerts begin at 6:30pm and the Sunday afternoon "Burgers & Blues" concert begins at 5:30pm. The Music in the Park concert series consists of four concerts and promises to be outstanding. Each concert draws 600-1,000 fans.

Sponsorships Available

\$2,500 Title Sponsor of Four Concerts in the Series One Available

\$1,000 Co-Title Sponsor of Four Concerts in the Series Three Available

Sponsorship Benefits

- Sponsor name announced several times during each concert.
- Sponsor logo displayed on event posters placed throughout Maple Valley.
- Sponsor name and logo on event programs.
- Sponsor logo displayed on the City of Maple Valley's website.
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media.
- ◆ Title and Co-Title sponsor logos displayed on an **Over-the-Road Banner** inside the City of Maple Valley city limits.
- VIP reserved parking and seating for each concert when requested.
- Sponsor banner displayed at the main stage during each concert. (banner provided by sponsor)
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 11,000 Maple Valley homes.

For the complete Music in the Park concert line-up please visit the City of Maple Valley's website at **www.maplevalleywa.gov**.





Family Night Concert & Movie under the Stars

Lake Wilderness Park Thursday, August 25, 2016

The Movie under the Stars marks the official "goodbye" to summer as we show an age-appropriate movie on a giant 80 ft. inflatable screen. The movie is selected months in advance and is always the talk of the town. This is one event the whole community comes to enjoy. This sponsorship gets you two events for the price of one! This event draws 1,200-2,000 patrons each year.

One Available

Sponsorships Available

\$1000 STAR Title Sponsor

\$500 Co-Star Event Sponsor One Available

Sponsorship Benefits

- Star and Co-Star sponsor's logos (size based on level) displayed on Over-the-Road Banner inside the City of Maple Valley.
- Sponsors may promote to families using a 10x10 ft. portable tent located close to the concession stand.
 Selling of product or services is not permitted during the event.
- Sponsor name announced before, during the intermission and following the conclusion of the outdoor movie and concert
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the concert series in local Maple Valley print media
- VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 11,000 Maple Valley homes.



6:30pm Concert 8:30pm Movie

Annual Kids' Festival

Saturday, July 23, 2016 12:00pm-4:00pm Lake Wilderness Park

The annual Kids' Festival attracts over 2,500 children and adults of all ages. All activities at the Kids' Festival are absolutely free! The festival features hands on activities and crafts, children's games, interactive entertainment shows, the famous bike challenge, food for purchase, inflatable toys, water activities and much more.

Sponsorships Available

\$2,000 **RED** Title Sponsor \$1,000 **YELLOW** Sponsor \$500 Main Stage Sponsor \$500 Model Airplane Sponsor

\$300 Dunk Tank \$300 Face Painting

\$200 Sponsor Tiles 11"x22"

\$100 Sponsor Tiles 11"x11"

One Available

One Available

One Available

One Available

One Available

Sold-Junior Junction

Two Available Four Available

Sponsorship Benefits

- Sponsor name announced several times during the event
- Sponsor logo displayed on event posters placed throughout Maple Valley
- Sponsor name and logo on event programs
- Sponsor logo displayed on the City of Maple Valley's website
- Sponsor name appearing in press releases promoting the festival in local Maple Valley print media
- RED and YELLOW sponsor logos displayed on Over-the-Road Banners inside the City of Maple Valley city limits
- VIP reserved parking for the event
- Sponsor promoted through the City of Maple Valley's spring/summer Recreation Guide distributed to over 12,000 Maple Valley homes.

Please note, the selling of products or services is not permitted during the festival







BIKE CHALLENGE and RODEO

Saturday, June 23, 2016 10:00am-12:00am Lake Wilderness Park

This FREE bicycle race challenges children ages 5-11 to race around Lake Wilderness Park for the fastest time in their age division. Racers are required to wear a helmet to encourage safe riding habits.

Maple Valley Police will be on site to offer a Safety Rodeo. Kid's can brush up on bicycle safety skills to kick off the summer months.

Sponsorships Available

\$500 Gold Title Sponsor

One Available

\$250 Bike Challenge Route Sponsor

Two Available

Kids' Festival Bike Challenge Gold Sponsor

- Name/logo listed on all City-produced marketing materials including event flyers, posters, newspaper ads
- Name/logo on City of Maple Valley website, with the option of linking to own for the duration of event
- Name listed as event sponsor in 12,000+ spring/summer recreation guides
- Name recognized from the Kids' Festival main stage during welcoming comments
- Recognition at main event entrance (1)
- Opportunity to make welcoming comments at event
- Promotional booth space (10' x 10') at the event

Kids' Festival Bike Challenge Route Sponsor

- Name listed as event sponsor in 12,000+ summer recreation guides
- Name and Logo displayed on route signs throughout race
- Name recognized from the Kids' Festival main stage during welcoming comments
- Name included in event press releases
- Promotional booth space (10' x 10') at the event

Please note, the selling of products or services is not permitted during the

festival.







Youth Team Sponsorships

Spring, Fall and Winter Opportunities

Each year more than 1200 boys and girls ages 3-14 participate in our youth sports leagues: **T-Ball** in the spring, **Pee-Wee Soccer** in the fall and now **Youth Basketball** in the winter. For only \$175 youth sports sponsors can place their business logo and information on the team t-shirts for one team. Teams practice once a week and play in one game each Saturday but the children wear their shirts for years afterwards creating a valuable, walking advertisement opportunity. All youth sports sponsorships make a tremendous impact on our league's success and are <u>tax deductible</u>.

Sponsorships Available

\$1,500 Title Sponsor T-Ball, Pee Wee Soccer (Spring and Fall)

\$2500 Title Sponsor Youth Basketball League (Winter)

\$175 **Individual Team Sponsor** or two sports for \$300 or three for \$425 if purchased prior to spring T-Ball

*Title sponsorship includes a one-color business logo printed on the back of ALL team t-shirts (coaches and players) in the league, individual team sponsor and your logo printed on the front.

Title Sponsorship Benefits

- Sponsor logo displayed on program webpage on the City of Maple Valley's website (title sponsorship only; additional league sponsors may be added)
- Sponsor banner displayed at the field (title sponsorship only, banner provided by sponsor; additional league sponsors may be added)



Adult Sports League Sponsorships

Don't miss the opportunity for visibility to over 84 teams with more than 1,000 adult participants living in and around the

Maple Valley area. Choose from the list of options and receive **year-round advertising** for a fraction of the price.

League Sponsorships Available

Green Group [\$750]

(Sold to Thrive Community Fitness for 2015)

- Slow Break Basketball
- Softball
- Fall Soccer (Coed & Men's)

Blue Group [\$1400]

- Volleyball
- Kickball
- Flag Football
- Turkey Bowl Flag Football Tournament

Orange Group [\$750]

- Spring Soccer (Coed & Men's)
- Big Ball Softball Tournament
- Fast Break Basketball

Sponsorship Benefits

- Business name and logo on the back of all league championship t-shirts for specified league (8-24 t-shirts depending on the sport)
- Business name and logo on City of Maple Valley website, with the option of linking to own website
- Ability to provide up to two (2) banners to be displayed at game locations throughout the season
- Ability to provide giveaways (coupons) or advertise at game locations
- Press releases announcing and promoting league sponsorship
- Name listed as League Sponsor in 12,000+ Recreation Guides mailed to all Maple Valley residents
- Name in league and standings, press releases published in local newspapers







Maple Valley Hometown Holidays

Thursday, December 1, 2016

6:30pm-9:00pm

Four Corners—Kent-Kangley at Maple Valley Black Diamond Hwy Estimated Attendance: 2,000-3,000 citizens

This FREE community event is a Spectacular way for you to help bring the Holiday Spirit to our Maple Valley residents through celebrating the Season while promoting your business. Thousands of citizens and families come to experience the millions of twinkling lights and take part in fun festivities like: A Mayoral Official Tree Lighting Proclamation, caroling, live music performances, children's crafts, train and hay rides, explore the lighted fire station and have a picture with Santa.

Sponsorships Available

\$1,500+ Brightest Star -Title Sponsor	3 - Available
\$500-1,200 Super Star Sponsor	3– Available
\$200 Glow Stick Sponsor	2 - Available
\$100 Santa Candy Canes Sponsor	3 - Available
Activity Booth Sponsor	Any Maple Valley Business

Holiday Lights Sponsorship Benefits

- Sponsor name included as part of the City of Maple Valley Mayor's address and announced during the event.
- Enhanced sponsor recognition on the Event Map.
- Name listed as event sponsor in the Winter Recreation Guide going to 11,000+ homes. (commitment by 10/16/16)
- Sponsor logo displayed on the City of Maple Valley website.
- Sponsor name will appear on press releases promoting the event in the local Maple Valley/ Covington print media.
- Sponsor banner displayed at event (banner provided by sponsor).
- ♦ Sponsors may sell/promote merchandise with a 10x10 portable tent and hand out holiday freebies/ coupons.







Advertising & Rate Card



Advertise in the City's popular Recreation Guide!

With three editions annually - you can very affordably reach 11,000+ Maple Valley households in full color!

Advertising in the Recreation Guide creates opportunities for your business to build awareness and goodwill within the community. If you target audience is every man, women or family living in Maple Valley or the surrounding areas this is be a wise business decision and investment...

Upcoming Issues:

NEXT EDITION

Winter 2015-16

Artwork & Fee Deadline: 10/18/15

* Mails: 11/25/15

Issue Life: December-March

Mails to 11,000+ homes within the City of Maple Valley.

Spring/Summer 2016 **Ďouble Issue**

Artwork & Fee Deadline: 2/10/16

* Mails: 3/10/16

Issue Life: April-August

Fall 2016

Artwork Fee Deadline: 6 /15/16

*Mails: 7/28/16

Issue Life: September-December



eMail Edition

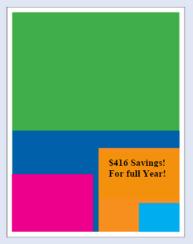


For more information or to place an ad contact:

Allison Scott, Recreation Specialist Offices in Lake Wilderness Lodge Email: Allison.Scott@maplevalleywa.gov

Phone: (425) 432-9953

Mark.Ratcliffe@maplevalleywa.gov



Ad Sizes and Rates

7ta Gizoo ana Itatoo		
Size	1 Edition Rate	*Annual Contract Rate (3 editions)
2" w X 1.375"	h \$225	\$210 x 3
3.875" w X 2.7	5 " h \$300	\$275 x 3 2016
3.875" w X 4"	h \$450	\$405 x 3 New Year
8" w X 4.825"	h \$595	\$535 x 3 Special! \$799 for Full
8" w X 10.5" h		\$1000 x 3 Year Orange Ad
Ask about a Tease	er Box for \$50 per edition.	\$100 for all 3 editions

*Requires a signed agreement to advertise in publications & guarantees placement (See attached)

Artwork Requirements

All ads must be submitted as high-resolution PDF format with fonts embedded. PDFs will be printed in the final publication using CMYK process color printing, and this conversion may alter colors in some ads.

Publishing Details

- · Ads space is limited and sold on a space available basis only.
- Ad placement final locations are made by the editor.